



# Summer Reading Program Boot Camp Webinar

March 4, 2021

Sponsored by Central Texas Library System (CTLS) and  
the Texas State Library and Archives Commission (TSLAC)



## Presenters

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## Agenda

- Online Registration
- Incentives
- SRP Manual
- Virtual Programs
- Marketing
- Volunteers

### Summer Reading Program Checklist and Tips

<https://www.ctls.net/summer-programming-resources/>

#### March 9, 2021

##### Preschool Aged Children - Programming Ideas

Register: <https://www.ctls.net/civicrm/event/info/?reset=1&id=7>

#### March 10, 2021

##### Elementary Aged Children: Programming Ideas

Register: <https://www.ctls.net/civicrm/event/info/?reset=1&id=6>

#### March 11, 2021

##### Teens - Programming Ideas

Register: <https://www.ctls.net/civicrm/event/info/?reset=1&id=8>

### Performers Virtual Showcase

You can participate until the end of March.

\$30 for CTLS member (You need a discount code. You can get that from your library director.)

\$60 for non-members

Free attendance is available for Level 2 & 3 CTLS members.

<https://www.ctls.net/civicrm/event/info/?reset=1&id=1>

## Online Registration

### Paper

- Useful in areas with poor internet access for patrons
- Personal contact
- Labor intensive depending on the size of your community
- Log Distribution
  - Mail
  - Put outside for people to pick up
  - Partner with HEB or similar business to put kits in people's bags that have kids.
  - Partner with the schools
  - Print out their own

### Online

- Less staff time
- Easy statistics and reports
- Some have badges/ incentives built in
- Apps have mobile access so patrons without Internet access can still participate through their mobile devices.
- Not as personal – can incorporate more interactive elements ( post first names of different levels, special events...

## What are you tracking?

- Hours
- Books
- Number of Days Read
- Program Attendance
- Activities or challenges completed
  - Take a walk
  - Identify a bird
  - Cook something
  - Visit a museum
  - Make bookmarks for people in a nursing home
  - Do ten jumping jacks
  - Read a poem
  - Write a poem
  - Make up a game

Points or prize drawings for programs attended – looking to boost attendance?

## How Are You Tracking?

### What Applications Offer

- Register as individuals, a family, or classroom
- Run separate programs
- Earn virtual badges, tickets for drawings....
- Post book reviews
- Keep track of activities completed
- Staff can create reading lists and running drawings.
- Reports

## Reading Program Online Tracking Software

### Beanstack

- Book Points (Free)
- Book Print
- Counting Opinions
- Engaged Readers Online Reading Program
- Reader Zone
- READSquared
- The Great Reading Adventure
- Wandoo Reader

## Reading Program Online Tracking Software

The Colorado State Library has given us permission to share the following information.

*Listing within this document is not an endorsement by the Colorado State Library but is provided as a courtesy to library staff. The Colorado State Library does not guarantee the accuracy, relevance, timeliness or completeness of this information.*

- Beanstack (<https://www.beanstack.com/libraries>) has a clean, attractive interface and offers digital badging and a variety of readers advisory tools. It provides those registered with regular text messages or emails to help them better engage with your collection and events. Readers of all ages can register in seconds as individuals, a family, or classroom. Readers can also post book reviews and keep track of activities they complete along the way. The mobile friendly platform provides robust reporting capabilities and can be used for multiple programs year-round.
- BookPoints (<https://bookpoints.org/>) is a free, open source online application that libraries can use to build custom summer reading websites. It provides a mobile-friendly interface for patrons of all ages; allows librarians to customize multiple programs for various age and reading groups; offers gamification incentives, such as points and online badges; offers an in-person prize redemption process for claiming prizes; offers a raffle / drawing feature for end-of-year or monthly drawings; and provides a variety of reports analyzing readers and activities. Free with small fee to host.
- Counting Opinions (<http://www.countingopinions.com/>) offers a flexible online solution for traditional public library summer reading programs, as well as other reading programs throughout the rest of the year. It consists of both a customizable registration interface and a customizable participant tracking component for logging reading and other activities to enhance the user

experience. It allows an unlimited number of reading clubs to be customized and managed; provides achievement badges and graphics for avatars; and allows multiple participants to register under one account for teachers/parents/daycare providers, etc.

- Engaged Readers Online Reading Program

(<https://engagedpatrons.org/index.cfm?p=EngagedReaders>), part of the Engaged Patrons platform, has fully-integrated social networking features that encourage patrons to discover new titles they will enjoy and increase their reading time as they interact with other readers and library staff — creating and sharing book lists, reviews, comments, following fellow readers and more. Patrons can also create their own goals and earn digital badges, while library staff can provide reading and activity lists.

- The Great Reading Adventure (<http://greatreadingadventure.com/>) is a robust, open- source platform that the Maricopa County Library District developed a few years ago. It's quite customizable and includes digital badging, literacy activities and games, lots of reporting options, book reviews, curated book recommendations, family accounts, and a lot more. It's open source if you'd like to DIY, or READsquared (<http://www.readsquared.com/>) provides hosting and customization options.

- ReadingRecord (<https://www.readingrecord.net/dokuwiki/doku.php>) was developed right here in Colorado by Eric Sisler at Westminster Public Library for that library, but they have generously shared it openly with libraries within and beyond CO. It's an open-source platform, and Eric also offers inexpensive hosting options for it. While scalable, it has a basic interface and limited options and customization opportunities. If you visit the website, there's a sandbox area so you can take a look yourself.

- ReaderZone (<https://readerzone.com/>) is an app to log daily reading. You set the goals, and readers earn experience points and achievement badges as they finish the goals. You can set up as many reading programs as you like on a single intuitive interface. Their pricing structure is based on the number of people joining the program, as opposed to the total population of your county or your service area. This can be considerably less expensive than Beanstack for example.

- Wandoo Reader (<https://www.demcosoftware.com/products/learning/wandoo-reader/>), provided by Demco Software, is a mobile friendly platform with expanded “challenges,” game-like features, and multiple themes for all ages. Wandoo Reader allows you to build programs around experiences, in addition to more-traditional logging activities, like tracking books and minutes. By consolidating family accounts, Wandoo Reader allows families to set up, log in to and manage each member's reading logs and “challenges” from one central account.

# Incentives

## Things to Consider

- Distribution - virtual how will they get the prizes? Pick up, mail
- Staff time - How much staff time do you have? Do you have youth volunteers that can help?
- Funding
- Do you even want prizes?

## When and How

- Online app badges
- One prize drawing at the end (not my personal favorite)
- Small prizes for different levels
- Drawings
  - Tickets are given for different milestones. Prizes have an accompanying bag to place tickets in for a drawing for that prize. Can do this virtually.
  - Drawing weekly or monthly prizes
  - If the goal is to increase attendance, do a drawing at each program.
- Weekly prizes
- Community Goals
  - Everyone reading together for one common goal
  - So many books read – donations made somewhere (sponsor)
  - Something like, make a card, send it to a nursing home, plant a tree...
  - Donations to children's families that lost a parent to covid

## Some Examples of Prizes

- Buttons
- Spirit sticks
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- Spirit sticks
- Tattoos
- Stickers
- Bookmarks
- Animal coins
- Finger puppets
- Masks
- Pool passes from city recreation department.
- Coupons and gift cards to local businesses
- Necklaces where you get a bead or something to add. Instead of necklaces could be a banner, stickers
- Spirit sticks

## Animal Oriented Prizes

- Free printable animal footprints
- Praying mantis eggs – about \$3-4 each (drawing)
- Edible insects
- Owl pellets

## Hand Made Prizes

- Eagle scouts
- Woodworker
- Senior center
- High school shop
- Teen volunteers

# Collaborative Summer Library Program Manual

## Access

- Visit <http://bit.ly/3rg4fJm> for instructions
- Email [LD@tsl.texas.gov](mailto:LD@tsl.texas.gov) if you need the access code.
- Email the TSLAC if you need a copy on USB.

## Stay Connected

- Subscribe to TSLAC's Summer reading newsletter:
  - <http://eepurl.com/3qPj1>
  - Katherine Adelberg –
  - [kadelberg@tsl.texas.gov](mailto:kadelberg@tsl.texas.gov) or [LD@tsl.texas.gov](mailto:LD@tsl.texas.gov)

# Virtual Programs

## What do I Do?

- Start Small – you don't need to come right out of the gate with a full programs schedule, especially if you're just starting out
- Use what you have – You don't need fancy equipment to shoot a good virtual program. If all you have is a camera phone, use it!
- Set reasonable goals – what are you reasonably hoping to achieve with your virtual programs? You're not going to become the next Youtube sensation, so don't beat yourself up when you don't hit that mark.
- Be okay with failure – Filming is hard work. You're not going to be good at it right out of the gate. That's okay. Just like anything else, you're going to get better with practice. Also, blooper reels are hilarious.
- Manage your budgets – This is not just money. You have a time budget, a mental health budget, a morale budget, etc. Don't forget to check in with yourself and your team to make sure that everything is good.
- Have fun – Moving to a virtual format doesn't change the fact that programming is fun! This is an unprecedented time, and no one is expecting you to be the next Stephen Spielberg. So just have fun with what you're doing.

## What do I need?

- A smartphone or tablet with a camera – you don't need a fancy camera or anything special. Most personal technology these days is more than capable of shooting high quality video.
- Some kind of social media platform where you can post your content – you know where your community hangs out the most online. Facebook, Instagram, and Youtube all have some kind of live streaming capabilities.
- A strong internet connection – Live streaming requires a stable, consistent internet connection of at least 4-6 Mbps download speed, and 6+ Mbps upload speed. Otherwise your live feed may lag, be spotty, or disconnect.

## Live Streaming

- Facebook Live
  - Platform that most people are familiar with
  - Easy to use, easy to stream – lots of interaction from patrons

- o Can be used right from the mobile device
  - o **Does not** stream in full HD – need to have a specific gaming license from Facebook to do that
  - o If you want to stream in HD – use Facebook Premiere
- Instagram Live
  - o Less engagement than Facebook Live
  - o Still fairly intuitive
  - o Can be used right from the device
  - o Streams in HD
  - o Cannot watch the full video on the main feed – redirects to Instagram TV – may lose viewership
- Youtube Live
  - o Least engagement of all three platforms
  - o A bit of a learning curve to stream
  - o Streams in full HD
  - o Plays just like a regular Youtube video after

#### Facebook Premiere:

- Can be used instead of Facebook Live
- Allows you to schedule a video and allows for live audience interaction while the video is playing
- Video can be shot ahead of time and edited before posting
- You access it by going through Facebook video library à Upload Video à Publishing Options à Premiere

#### Ways to boost your virtual programming:

- Develop a marketing campaign focusing on virtual programs
- Purchase equipment to help with filming
- Purchase editing software to help boost quality
- Learn how to do professional livestreaming
- Develop new programming for your schedule that works virtually
- Don't be afraid to change it up if things aren't working

## Marketing

#### Tips:

Canva – <https://www.canva.com>

Great app for making marketing slides

Sprout Social – <https://sproutsocial.com>

Powerful, all-in-one social media management platform unlocks the full potential of social to transform not just your marketing strategy—but every area of your organization.

Wakelet – <https://wakelet.com/>

Save, organize and share content from across the web

Social media platforms: Facebook, Instagram, You Tube, Twitter

# Incentive Ideas

## Puzzlemaker

<https://puzzlemaker.discoveryeducation.com/>  
Make your own games for passive programs or to hand out.

## Animal Tracks - Printable

<https://www.hobbyfarms.com/animal-track-id-cards-3/>  
<https://www.prekinders.com/animal-tracks-book/>

## Animal X-Rays

<https://www.teachersource.com/product/animal-x-rays>  
\$23 – Photos of the animal outside and inside. Could be used for in person passive program or display.

## 1/2 lb. of Fossil Shark Teeth

<https://www.teachersource.com/product/fossil-shark-teeth>  
\$11 – They are very small – for older kids only



## Owl Pellets

<https://www.teachersource.com/category/s?keyword=owl+pellets>  
\$2.75 each Can also buy charts for bone identification. Could be used for a program with one pellet per small group. Groups could compare what they found. The SRP Manual has an activity using owl pellets.

## Edible Insects

<https://www.teachersource.com/category/s?keyword=edible+insects>  
\$1.95 and up

## Fish Prints

<https://www.acornnaturalists.com/products/art-nature-activities/leaf-fish-printing/fish-printing.html>  
\$14 and up – for activity

## Gyotaku fish printing

How to -  
<https://www.acornnaturalists.com/blog/guide-to-fish-printing-gyotaku-demonstrated/>

## Animal Stencils

<https://www.acornnaturalists.com/safari-animal-stencils.html>  
\$13

## Magnifying Glasses

<https://www.teachersource.com/category/s?keyword=magnifying+glass>  
\$1 - \$2  
Include a card with ideas on ways to use it or challenges

## Animal Masks

[https://www.orientaltrading.com/animal-masks-a2-25\\_1340.fltr?keyword=Animals](https://www.orientaltrading.com/animal-masks-a2-25_1340.fltr?keyword=Animals)  
\$8 for 12  
[https://www.orientaltrading.com/printed-animal-face-masks-a2-14\\_1532.fltr?keyword=Animals](https://www.orientaltrading.com/printed-animal-face-masks-a2-14_1532.fltr?keyword=Animals)  
\$7.50 for 12

## Animal Prop Masks

<https://www.orientaltrading.com/zoo-animal-photo-stick-props-a2-13729015.fltr?keyword=Animals>  
\$8.89  
For a photo booth

## Pencil Erasers

<https://www.orientaltrading.com/rainforest-animal-eraser-pencil-wraps-a2-13931747.fltr?keyword=Animals>  
\$6.50 for 24

## Farm Animal 3D Bendables

<https://www.orientaltrading.com/farm-animal-3d-bendables-a2-13806490.fltr?keyword=Animals>  
\$16 for 24

## Zoo Animal Ruler Bookmarks

[Zoo Animal Ruler Bookmarks](#)  
\$7 for 48

**Bulk Funtastic Animals Pencil Assortment - 144 Pc.**

<https://www.orientaltrading.com/bulk-funtastic-animals-pencil-assortment-144-pc--a2-13824629.fltr?keyword=Animals>

\$21.99

**Zoo Animal Tattoos**

\$5.79 for 72

**Zoo Animal Coins**

\$4.20 for 144